

# **FASHION MERCHANDISING**

## Curriculum Content Frameworks

**Please note: All assessment questions will be taken from the knowledge portion of these frameworks.**

### *Prepared by*

Angie Amos, Siloam Springs High School  
Jurel Guffey, Jacksonville High School  
Debora Harris, North Pulaski High School  
Kathy Owen, El Dorado High School

### *Facilitated by*

Karen Chisholm, Education and Instruction Manager  
Lesia Edwards, Education and Instruction Coordinator  
Office of Assessment and Curriculum  
Arkansas Department of Career Education

### *Edited by*

Jim Brock, Education and Instruction Manager  
Ginger Fisher, Education and Instruction Coordinator  
LaTrenda Jackson, Education and Instruction Coordinator  
Tim Johnston, Education and Instruction Coordinator  
Peggy Wakefield, Education and Instruction Coordinator  
Office of Business and Marketing Technology  
Arkansas Department of Career Education

### *Disseminated by*

Career and Technical Education  
Office of Assessment and Curriculum  
Arkansas Department of Career Education

# Curriculum Content Frameworks

## FASHION MERCHANDISING

Grade Levels: 10,11,12 Course Code: 492190 Units of Credit: .5	Prerequisite:
Course Description: Fashion Merchandising is a one-semester course designed to offer an overview of the fashion industry. It provides the foundation in preparing students for a wide range of careers available in the different levels of the fashion industry. Emphasis is given to historical development, textiles, manufacturers, merchandising, domestic and foreign markets, accessories, and retailing.	

### Table of Contents

	Page
Unit 1: Historical Development of the Fashion Industry	1
Unit 2: Fibers, Fabrics, and Finishes	2
Unit 3: Producing Fashion	3
Unit 4: Fashion Marketing	4
Unit 5: Fashion Merchandising and Retailing	5
Unit 6: Exploring Careers in the Fashion Industry	6
Glossary	7

# Unit 1: Historical Development of the Fashion Industry

## Hours: 7

**Terminology:** Avante-garde, Classic, Fad, Fashion, Fashion cycle, Fashion movement, Feminist movement, Grunge, High fashion, Mass fashion, New look, Obsolescence, Physical needs, Psychological needs, Social needs, Style, Trickle-across theory, Trickle-down theory, Trickle-up theory, Trend

CAREER and TECHNICAL SKILLS			
What the Student Should Know		What the Student Should be Able to Demonstrate	
Knowledge		Application	
1.1	Define terminology	1.1.1	Prepare a list of terms with definitions
1.2	Explain the historical development of fashion	1.2.1	Create a timeline to illustrate the progression of fashion throughout history
		1.2.2	List historical trendsetters of the 20th century and describe their influence on fashion
1.3	Recognize the factors that influence clothing choices	1.3.1	Compare the influences that basic human needs (physical, psychological and social) have on clothing choices
		1.3.2	Investigate fashion leaders and trendsetters in today's climate
1.4	Analyze the theories of fashion movement and the stages of the fashion cycle	1.4.1	Construct a diagram depicting the theories of the fashion movement (Trickle-up, Trickle-down, Trickle-across)
		1.4.2	Illustrate the stages of the fashion life cycle (Introduction, Rise, Peak, Decline, Obsolescence)

## Unit 2: Fibers, Fabrics, and Finishes

### Hours: 10

Terminology: Applied design, Bleaching, Blend, Cellulosic fibers, Chemical finishes, Cotton, Dyeing, Fur, Greige goods, Knitting, Leather, Linen, Manufactured fibers, Mechanical finishes, Natural fibers, Printing, Protein fibers, Silk, Structural design, Textiles, Weaving, Wool, Yarns

CAREER and TECHNICAL SKILLS			
What the Student Should Know		What the Student Should be Able to Demonstrate	
Knowledge		Application	
2.1	Define terminology	2.1.1	Prepare a list of terms with definitions
2.2	Discuss fiber properties and determine their appropriate use	2.2.1	Compare the advantages and disadvantages of natural and manufactured fibers
		2.2.2	Explain how fibers are made into yarns
		2.2.3	Analyze and debate the issues related to leather and fur (ethical, controversial, by-product)
2.3	Compare types of fabric design and construction	2.3.1	Identify the two major forms of fabric design (structural and applied)
		2.3.2	Compare the different fabric construction methods (weaving, knitting, and other construction methods)
2.4	Identify the major types of fabric finishes	2.4.1	Collect, for display, different examples of fabrics with specific finishes
2.5	List the major textile laws and cite their purpose	2.5.1	Prepare a written report listing major textile laws and their purposes (fiber content, country of origin, care instructions, identity of producer/distributor)

## Unit 3: Producing Fashion

### Hours: 15

Terminology: American Textile Manufacturers Institute, Apparel conversion, Balance, Bridge lines, Color, Couture, Designing, Distribution, Emphasis, Factors of production, Figure, Harmony, Haute couture, Hue, Intensity, Knockoff, Licensing, Line, National Retail Federation, Physique, Production, Proportion, Ready-to-wear, Rhythm, Shape, Silhouette, Texture, Value

CAREER and TECHNICAL SKILLS			
What the Student Should Know		What the Student Should be Able to Demonstrate	
Knowledge		Application	
3.1	Define terminology	3.1.1	Prepare a list of terms with definitions
3.2	Cite the basic elements of design	3.2.1	Choose and display an example of each element of design
3.3	Cite the basic principles of design	3.3.1	Choose and display an example of each principle of design
		3.3.2	Plan an outfit using the principles of design to create illusions that enhance appearance
3.4	Identify the steps of the fashion design process	3.4.1	Diagram the steps of the design process (Basic Decisions, Design Concept and Samples, Sales Research Analysis, Design Presentation, Purchase Orders, Production)
3.5	Explain the role of the designer in creating apparel	3.5.1	Research top fashion designers and present examples from their current line (Charles Frederick Worth, Mariano Fortuny, Ralph Lauren)
3.6	Describe the movement of fashion from the manufacturer to the consumer	3.6.1	Use a timeline to trace the movement of fashion apparel from the fiber and fabric manufacturer to the consumer
3.7	Explain the function of competition in creating and marketing fashion	3.7.1	Research the major federal laws giving businesses the right to compete in our society

## Unit 4: Fashion Marketing

### Hours: 10

**Terminology:** Bar code, CAD, CAM, Demographics, Geographics, Goods, Information systems, Magnetic strips, Market research, Market segmentation, Optical scanners, Place, Price, Product, Product mix, Promotion, Psychographics, Radio Frequency Identification (RFID), Services, Smart cards, Target market, Trade associations, Trade publications

CAREER and TECHNICAL SKILLS			
What the Student Should Know		What the Student Should be Able to Demonstrate	
Knowledge		Application	
4.1	Define terminology	4.1.1	Prepare a list of terms with definitions
4.2	Explore the functions of marketing	4.2.1	Analyze the marketing mix (The four P's) for a specific fashion product
		4.2.2	Conduct market research to determine a fashion product's target market and prepare a presentation to report findings
4.3	Explain how apparel is marketed domestically and internationally	4.3.1	List and describe major domestic market centers
		4.3.2	List and describe major international market centers
		4.3.3	Create a presentation that compares trade shows, fashion shows, and market weeks at major market centers
4.4	Explain ways technology is used in fashion marketing	4.4.1	Analyze and show examples of bar codes, optical scanners, radio frequency, magnetic strips, and smart cards

## Unit 5: Fashion Merchandising and Retailing

### Hours: 15

Terminology: Chain stores, Department stores, Discount stores, Factory outlet stores, Floor plan, Hypermarkets, Mail order retailers, Off-price retailers, On-line retailing, Specialty stores, Visual merchandising, Wholesalers

CAREER and TECHNICAL SKILLS			
What the Student Should Know		What the Student Should be Able to Demonstrate	
Knowledge		Application	
5.1	Define terminology	5.1.1	Prepare a list of terms with definitions
5.2	Describe the types of fashion retailers	5.2.1	Assess characteristics of the following stores: department stores, specialty stores, chain stores, discount stores, off-price retailers, wholesalers, hypermarkets, mail order retailers, on-line retailing and outlet stores
5.3	List the basic categories in apparel	5.3.1	Chart classifications in apparel (women, men, children, intimate, cosmetics and accessories)
5.4	Discuss the steps in the merchandising cycle/buying process	5.4.1	Create a buying plan for a local fashion retailer that includes the styles, sizes, quantities and prices of merchandise for a specific season
5.5	State why visual merchandising is essential to the retailer	5.5.1	Draw a floor plan of a store, showing areas of selling, sales support, and fixtures
		5.5.2	Create a visual merchandising display

## Unit 6: Exploring Careers in the Fashion Industry

### Hours: 3

Terminology: Career, Career path, Entry level

CAREER and TECHNICAL SKILLS			
What the Student Should Know		What the Student Should be Able to Demonstrate	
Knowledge		Application	
6.1	Define terminology	6.1.1	Prepare a list of terms with definitions
6.2	Identify the personal traits needed for a successful career in the fashion industry	6.2.1	Evaluate personal traits and compare them to those needed for a successful career in the fashion industry
6.3	List educational and training requirements needed for a successful career in the fashion industry	6.3.1	Investigate career options in the fashion industry (education/training, salary levels, job outlook, experience needed, locations)



# **Glossary**

## **Unit 1: Historical Development of the Fashion Industry**

1. Avant-garde – the most daring and wild designs
2. Classic – a style or design that continues to be popular over an extended period of time even though fashions change
3. Fad – a temporary, passing fashion that has great appeal to many people for a short time
- 4 Fashion – the display of the currently popular style of objects or activities
5. Fashion cycle – the ongoing rise, peak, and fall in popularity of specific styles or shapes
6. Fashion movement – ongoing change in what is considered to be fashionable
7. Feminist movement – the organized effort to establish equal social, economic, political rights and opportunities for women
8. Grunge – a style started by the youth culture in the Pacific Northwest region of the United States in the early 1990's
9. High fashion – items of the very latest or newest garments and accessories; high style
10. Mass fashion – styles that are produced in volume and widely sold at lower prices
11. New look – a style that featured long hemlines, narrow shoulders and tightly fitted bodices
12. Obsolescence – the last stage of the fashion cycle
13. Physical needs – things you can't live without; dictate the use of clothing providing for protection and safety
14. Psychological needs – dictate the use of clothing providing for adornment and self identification
15. Social needs – dictate the use of clothing providing for modesty, status and acceptance
16. Style – a design, shape, or type of apparel item distinguished by the particular characteristics that make it unique; also, possessing a characteristic or distinctively "smart" way of doing things
17. Trickle-across theory – the assumption that fashion moves horizontally through groups at similar social levels from fashion leaders to followers
18. Trickle-down theory – the assumption that fashion trends start at the top of a "social ladder" and gradually progress downward through lower social levels
19. Trickle-up theory – the assumption that fashion trends start among the young or lower income groups and move upward to older or higher income groups
20. Trend – the direction of the movement of fashion that is accepted in the marketplace

## Unit 2: Fibers, Fabrics, and Finishes

1. Applied design – surface design added onto a fabric
2. Bleaching – chemical process that removes color, impurities, or spots from fibers of fabric during fabric finishing or garment laundering
3. Blend – yarn made by spinning together two or more different fibers, usually in staple form
4. Cellulosic fibers – fibers composed of or derived from plant cellulose, such as cotton, linen, rayon, acetate, and triacetate
5. Chemical finishes – finishes that become part of the fabrics through chemical reactions with the fibers
6. Cotton – a natural cellulosic fiber obtained from the boll of the cotton plant
7. Dyeing – method of giving color to a fiber, yarn, fabric, or garment with either natural or synthetic dyes
8. Fur – soft, hairy coat of an animal
9. Greige goods – yard goods in an unfinished state
10. Knitting – fabric construction method done by looping yarns together
11. Leather – a tough, flexible material made from animal hides
12. Linen – natural cellulosic fiber obtained from the stalk of the flax plant
13. Manufactured fibers – fibers created through technology and produced artificially from substances such as cellulose, petroleum, and chemicals
14. Mechanical finishes – finishes that are applied mechanically rather than chemically
15. Natural fibers – textile strands from plants and animals
16. Printing – process for adding color, pattern, or design to the surface of fabrics
17. Protein fibers – natural fibers of animal origin, such as wool, silk, and specialty hair
18. Silk – a natural protein fiber obtained from cocoons spun by silkworms
19. Structural design – texture or interest built into fabrics when they are manufactured
20. Textiles – flexible materials consisting of a network of natural or manufactured fibers; fabrics

- 21. Weaving – procedure of interlacing two sets of yarn at right angles to each other, usually done on a loom
- 22. Wool – a natural protein fiber obtained from the fleece of sheep
- 23. Yarns – continuous strands of textile fibers spun into a form suitable for processing into fabrics

## Unit 3: Producing Fashion

1. American Textile Manufacturers Institute – large and influential trade organization for textile industry
2. Apparel conversion – when manufacturers transform basic material, such as fabric, thread, and buttons, into the desired finished garments or accessories
3. Balance - principle of design that implies equilibrium or steadiness among the parts of a design
4. Bridge lines – secondary or "diffusion" lines of well-known designers, priced between the designer and better categories
5. Color – a visual characteristic, representing hue and value, that is one of the most important elements of fashion design
6. Couture – custom-made designer segment of the fashion industry for the highest priced “class” market
7. Designing – the process of creating new versions for garments, accessories, or other items
8. Distribution – activities involved in physically transferring goods from where they are produced to the proper locations for consumption
9. Emphasis – principle of design that uses a concentration of interest in a particular part or area of a design
10. Factors of production – the resources, labor, capital, and entrepreneurship needed to manufacture products
11. Figure – shape of a girl's or woman's body
12. Harmony – visual unity of a design created by a tasteful relationship among all parts within the whole
13. Haute couture – the high fashion designer industry of France (or elsewhere) that creates original, individually designed fashions
14. Hue – a name given to a color
15. Intensity – brightness and dullness of a color
16. Knockoff – copy of another, usually higher-priced, garment
17. Licensing – arrangement whereby a manufacturer is given the exclusive right to produce and market goods that bear the famous name of someone who, in return, receives a percentage of wholesale sales
18. Line – element of design that is a distinct, elongated mark as if drawn by a pen
19. National Retail Federation – the world's largest retail trade association

- 20. Physique – shape of a boy's or man's body
- 21. Production – the transformation of resources into a form that people need and want
- 22. Proportion – of design concerning the spatial, or size, relationship of all parts in a design to each other and to the whole
- 23. Ready-to-wear – garments, especially women's apparel, produced in factories according to standard sizes
- 24. Rhythm – principle of design concerned with the pleasing arrangement of the design elements to produce a feeling of continuity or easy movement of the observer's eye
- 25. Shape – also known as silhouette, is the overall form or outline of a garment
- 26. Silhouette – also known as shape, is the overall form or outline of a garment
- 27. Texture – element of design concerned with the tactile quality of goods, or how the surface feels and looks
- 28. Value – the lightness or darkness of a color

## Unit 4: Fashion Marketing

1. Bar code – standardized symbology used on merchandise tags for electronic identification and collection of product data
2. CAD – computer programs that perform many design functions to create fashion designs
3. CAM – a system that automatically moves the garment parts through each phase of the cutting–and sewing process
4. Demographics – vital statistics of human populations, broken down by such factors as age, gender, race, education, religion, income, occupation, and geographic locations
5. Geographics – statistics about where people live
6. Goods – tangible products for sale that can be held or touched
7. Information systems – a system that produces, stores, and analyzes information that enables fashion marketers to make decisions about merchandise for sale
8. Magnetic strips – a magnetic stripe stores data by modifying the magnetism of tiny iron–based magnetic particles on a band of magnetic material on a card. The magnetic stripe, sometimes called a magstripe, is read by physical contact and swiping past a reading head
9. Market research – the process of gathering information about current and potential customers
10. Market segmentation – a way of analyzing a market by categorizing specific characteristics
11. Optical scanners – computer input device that uses a light beam to scan codes, text, or graphic images directly into a computer or computer system
12. Place (distribution) – involves ways of getting the product to the customer
13. Price – the amount that a customer pays for a product
14. Product – what a business offers a customer to satisfy needs
15. Product mix – all the products an organization sells
16. Promotion – selling to a large audience to increase buying response
17. Psychographics – characteristics such as ideology, values, attitudes, and interests used to group people
18. Radio Frequency Identification (RFID) – a technology that uses communication via electromagnetic waves to exchange data between a terminal and an object, such as a product, animal, or person, for the purpose of identification and tracking
19. Services – Intangible items for purchase, such as haircuts or tax advice, that provide customer satisfaction without the ownership of a tangible item

20. Smart cards– a card with an embedded computer chip on which information can be stored and processed and may be used to provide retailers with information about customers, such as how often they visit a store and what they have bought in the past
21. Target market – the specialized niche of the market to whom the company wishes to make its greatest appeal
22. Trade associations – a nonprofit organization that provides services to specific groups who develop, make, and sell products within an industry
23. Trade publications – a magazine, newspaper, book, or journal offering a variety of information to a certain industry or a segment of an industry

## Unit 5: Fashion Merchandising and Retailing

1. Chain stores – a group of stores (usually twelve or more) that is owned, managed, merchandised, and controlled by a central office
2. Department stores – large-scale general merchandisers with a fashion orientation that offer many varieties of merchandise grouped into separate departments
3. Discount stores – retail establishments that sell merchandise at lower than recognized market level prices
4. Factory outlet stores – manufacturer owned and operated discount stores that sell only the merchandise the manufacturer makes at reduced prices
5. Floor plan – a drawing showing arrangement of physical space, indicating all selling and sales support areas
6. Hypermarkets – huge, warehouse-type "supercenters" that sell almost every type of merchandise and target time-stressed consumers who want to do all their shopping in one trip
7. Mail order retailers – companies that sell through catalogs they distribute to consumers
8. Off-price retailers – retailers that sell brand name or designer merchandise at lower than normal prices
9. On-line retailers – companies that sell merchandise to consumers over the Internet
10. Specialty stores – a retail operation that offers only one category or related categories of fashion merchandise
11. Visual merchandising – the physical presentation of goods in the most attractive and understandable ways to increase sales
12. Wholesalers – middle people, also called resellers or distributors, who purchase large quantities of goods from manufacturers and sell small quantities to retailers



## **Unit 6: Exploring Careers in the Fashion Industry**

1. Career – a lifelong field of employment or vocation through which people progress
2. Career path – the order of jobs worked in a person's life
3. Entry level – beginning jobs in a career